

# WATERTOWN URBAN MISSION

247 Factory Street, Watertown, NY—(315) 782-8440  
www.watertownurbanmission.com

## For Immediate Release

Contact: Drew Mangione, Director of Development

## Price Chopper Cookout Raises \$830 for Watertown Urban Mission

Grocery Store Cookout and Your Generosity Raises Money and Collects Carts Full of Food

WATERTOWN (June 11 & 12, 2011)— The generosity of customers and the great support of Price Chopper on Arsenal Street raised more than \$830 for the mission in two days—plus two full carts of groceries.

"I've had to go to the Watertown Urban Mission so I know how important it is," said Leslie Keefer, Community Ambassador for Price Chopper in Watertown. "It's about giving back to the community and people don't realize how big the need is out there."

Leslie and Store Manager Dennis Wimmer were so accommodating last weekend and they brought their fellow employees with them to help—even if that help included letting a dozen or so co-workers slap a plate of whipped cream in Dennis's and Human Resource Manager John Keruskie's faces.

"We've adopted a platoon and we've adopted the Watertown Urban Mission. It's what we do," said Leslie.

Executive Director Erika F. Flint thanked the Leslie, Dennis, all the employees who helped, and the store for its continued generosity. She said the support of our corporate partners such as Price Chopper is vital to the success of the Watertown Urban Mission's programs in strengthening our community by providing a hand up to friends and neighbors in need.

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